



D.M. [Signature] 11/11/92
T & D. [Signature] 11/11/92
S.R.M. [Signature] 1/1/1
S.A.M. [Signature] 11/11/92

TO: TED LISA
STEVE ANN
RITZ

R.L. AMAZON
Senior Chain Accounts Manager

November 11, 1992

Contract changes have been
made (see attached).

11260 Cornell Park Dr., Suite 720
Cincinnati, OH 45242
513-489-8616
Fax 513-489-5145

TO: Acord	Decker	Maney	Rumberger
Becker	DeJong	Mann	Segelke
Becraft	Fraser	Miller	Sheer
Bell	Grossberg	O'Connor	Sweeney
Bennett	Harris	O'Rourke	Thomas
Brubaker	Hull	Peterson	Thompson
Casey ✓	James	Richardson	Wadsworth
Cordell	Lintzenich	Rogers	Wagner
			Ward

SUBJECT: SUPER X G.O.

Ladies and Gentlemen:

We have been working with SuperRx G.O. for some time and are pleased to announce that SuperRx Drug Stores has developed a new cigarette merchandising program. A bulletin is currently being sent out to all Area Vice Presidents, District Managers, and Store Managers providing all details of the new program.

This new merchandising program consists of the following elements as shown on the attached plan-o-grams:

- Two express checkout package merchandisers side-by-side. Where there is currently 12 ft. of space devoted to cigarettes behind the express checkout, there will be two 6 ft. wide cigarette merchandisers, as shown, with RJR immediately behind cash register #1. A Philip Morris 6 ft. package merchandiser will be installed adjacent to our unit. (Where there is only 8 ft. devoted to cigarettes, there will be two 4 ft. RJR and PM merchandisers. See attached plan-o-gram.)
- A Doral Savings Center/EVD unit which has been built into our package merchandising section. This section will require RJR Savings Center channel strips and pricing as our advertising requirement.

"We work for smokers."

51847 6463

- Four or five authorized package counter displays depending on "store layout." RJR cash register 120 pack lighted System III display should continue to be maintained at the #1 cash register position in front of the #1 cash register (or in front of the primary register if in another location).
- An optional PM/Industry Savings Center intended for high volume Savings locations. (RJR will occupy 40% of this merchandiser - see attached plan-o-gram.)

The plan-o-gram package provides a visual schematic of where all merchandisers and authorized displays should be located, by store layout. It also includes photos of all display units and express checkout package merchandisers. Additionally, it includes a plan-o-gram showing RJR occupying the top four shelves of our 6 ft. package merchandiser and the top six shelves of our 4 ft. package merchandiser.

Implementation:

- Because of our coexistence in package merchandising alongside Philip Morris and because RJR package merchandisers are currently used in most locations exclusively at the express checkout, it will be necessary for Philip Morris to install their package merchandising unit, initially, according to the attached schedule. RJR resets should take place approximately five working days after Philip Morris is scheduled. However, stores should be surveyed in advance to determine a 12 ft. vs. 8 ft set and to order appropriate component parts (see "materials" attachment).
- Also attached for your use is a "clearance specification" sheet. We hope this is helpful to you in ensuring proper clearance for our promotional platform and to ensure both RJR and PM package merchandisers "line up."
- We are providing reset instructions to assist you and your people in resetting both 4 ft. and 6 ft. merchandisers.

SIS Reporting:

- Cash register display (120 pkg.) should be reported as Counter PCD 1Z at rate of \$55.00.
- CCD2 Doral display at rate of \$30.00.
- Extra Value EVD display at rate of \$15.00.

Please enter the above contracts into SIS effective 10/1/92, and at that time delete any existing contracts for your SuperRx stores.

We appreciate your assistance with this chain.

Sincerely,



R. L. Amazon

RLA:ph

Attachments

cc L. T. Poole

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